

# SHAREPLACE

## Output factsheet: Trainings

<b>Project index number and acronym</b>	CE1126 - SHAREPLACE
<b>Lead partner</b>	AUSTRIATECH LTD. - Federal Agency for Technologies Measures
<b>Output number and title</b>	O.T1.2 - TRAINING ON METHODOLOGY FOR LOCAL ENGAGEMENT
<b>Responsible partner (PP name and number)</b>	PP6 Uni Ulm (WP leader), PP1 AustriaTech, PP2 Redmint, PP3 Municipality of Bergamo, PP4 Autoguidovie, PP5 City of Ulm, PP7 Mobilissimus, PP8 Zalaegerszeg, PP9 Dyvolve, PP10 Osijek, PP11 MPR
<b>Project website</b>	<a href="http://www.interreg-central.eu/shareplace">www.interreg-central.eu/shareplace</a>
<b>Delivery date</b>	November 2018

## Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The specific goal of the training is to introduce a selected group of stakeholders to strategies of community engagement and plan next steps with them, regarding which other stakeholders and user groups would be beneficial to actively involve in the co-design of innovative mobility services process.

The target group of the training measures is a selected group of stakeholders whose role will be of “ambassadors” of the SHAREPLACE method and outcomes within their respective communities, in order to maximize the engagement.

Target groups have been identified in parallel across the six interested territories through a preliminary stakeholders’ mapping exercise comprehensive of two dimensions: interest in the mobility challenges identified by the project, and competencies and influence.

Cross cutting categories of stakeholders engaged include policymakers, mobility providers, services users. Moreover, in Bergamo and Crema a specific focus on students was identified, in Zalaegerszeg citizens of specific areas with lower accessibility were especially engaged, the Ulm training involved economic actors as well, Osijek and Fumo involved in particular local authorities.

Training has been run preliminarily to the Living Labs meetings in order to consolidate a core group of active stakeholders. The guidelines for SHAREPLACE communities engagement, developed by PP6 Uni Ulm represent the main methodological reference.

In the different territories, trainings followed with adaptations to the specific contexts a common pattern, that included:

- a) description of the main mobility challenges
- b) setting up a Living Lab
- c) analyzing mobility needs and expectations
- d) implementing raising awareness actions

## NUTS region(s) where training(s) have been conducted (relevant NUTS level)

### *Italy*

NUTS 1 (ITALIA NORD-OVEST) - ITC  
NUTS 2 (REGIONE LOMBARDIA) - ITC4  
NUTS 3 (PROVINCIA DI BERGAMO) - ITC46  
NUTS 3 (PROVINCIA DI CREMONA) - ITC4A

### *Germany*

NUTS 1 (Baden Wurttemberg) DE1  
NUTS 1 (Bavaria) DE2  
NUTS 2 (Tübingen) DE14  
NUTS 2 (Schwaben) DE27  
NUTS 3 (Neu-Ulm) DE279

### *Hungary*

NUTS1 (Transdanubia) - HU2  
NUTS2 (Western Transdanubia region) - HU22  
NUTS3 (Zala County) - HU223

### *Croatia*

Nuts 1 Croatia - HR  
Nuts 2 (Kontinentalna Hrvatska) - HR04  
Nuts 3 (Osječko-baranjska županija) - HR04B

### *Austria*

NUTS1 (Westösterreich) - AT-3  
NUTS2 (Salzburg and Oberösterreich) AT32 and AT31  
NUTS3 (Salzburg) - AT321 to AT323  
NUTS 3 (Oberösterreich) - AT311 to 315

## Expected impact and benefits of the trainings for the concerned territories and target groups

The training will give the participants the possibility to have an active role in the project and will be useful in order to disseminate awareness of project's objectives and to engage as more people as possible in the target area. This will allow to increase citizens' participation that is an essential requirement for the delivery of consistent and shared innovations with a robust territorial impact.

The outcomes of the training actions will encourage a productive dialogue among interested stakeholders, and explain to them the benefits achievable through the participation in the co-design and experimentation phases, as well as letting the different points of view on the topic of sustainable mobility system emerge.

The methods learned can be applied in future for further workshops on specific mobility projects and innovations, in order to establish a continuous dialogue between mobility planners, service providers and stakeholders on the demand side.

### **Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders**

The project developed a structured approach to facilitate future workshops based on co-design methods. The tools and strategies for community engagement and co-design principles were taught, tested and learned and can be applied in the future also in other areas and contexts.

Based on the community engagement training approach, Living Lab activities may continue beyond the scope of the project by setting up periodical meetings in order to monitor the status and contribute to the development of innovative solutions enhancing the existing transport system.

This approach is expected to generate according to the living lab cycle, periodical need for new and updated local engagement actions in order to involve stakeholders and users. Training on local engagement will be run periodically in order to involve relevant stakeholders as facilitators animating the debate and contributing to increase the knowledge on the activities run within the living labs, raising awareness and participation. Training materials will be used accordingly.

Local authorities, mobility planners and transport providers involved in the training will be able to extend this approach to other planning territories within and beyond their influence areas. Moreover, the methodology will be promoted and proposed in institutional meetings and conferences as a good practice to become a broadly adopted method at regional level within and beyond the six testing areas.

### **Lessons learned from the development and implementation of training measures and added value of transnational cooperation**

A clear introduction on the main mobility challenges tackled by the project, and on its main focus and objectives represented a fundamental step in order to start building the engagement in each of the Living Labs territories.

The preliminary stakeholder mapping was important in order to create the first core group of stakeholders leading the participation and collaboration method at the basis of the Living Labs.

The trainings facilitated a direct exchange of ideas, concepts and possible implementation strategies. The personal meetings in a training/ workshop format enabled an open exchange, where all ideas were heard, ideation was possible and mutual exchange facilitated.

The transnational cooperation enables a good exchange of methods, approaches and ideas generated in other regions which could be considered in other local contexts.

### **References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex**

- D.T1.1.2 GUIDELINES FOR SHAREPLACE COMMUNITIES ENGAGEMENT
- D.T1.1.3 TRAINING ON COMMUNITIES ENGAGEMENT
- D.T1.5.1 LIVING LAB MEETINGS AND ACTIVITIES

